

Undergraduate Business Curriculum Goals and Objectives

Goal 1: Demonstrate competency in and across business disciplines

Objective I: Demonstrate knowledge and understanding of elements of economics, finance, accounting, marketing, operations management, organizational behavior, business law, information technology, and business statistics.

Objective II: Apply knowledge of business concepts in decision-making.

Objective III: Demonstrate proficiency in the use of business-related software applications.

Goal 2: Apply appropriate problem solving and decision-making skills

Objective I: Specify and implement a framework for identifying a business problem.

Objective II: Develop alternative solutions and a set of criteria by which to evaluate them.

Objective III: Assess the outcomes of a course of action and make appropriate adjustments.

Goal 3: Possess effective communication skills

Objective I: Write business documents clearly, concisely, and analytically.

Objective II: Speak in groups and in public clearly, concisely, and analytically, with appropriate use of visual aids.

Goal 4: Appreciate the ethical and legal aspects of business

Objective I: Define and explain the legal, ethical, and social responsibilities of business organizations.

Objective II: Identify relevant ethical and social issues, particularly those that may not be obvious in complex business decisions.

Goal 5: Possess a global perspective on business

Objective I: Describe the key components of the business environment that vary across countries and understand how these differences present challenges/opportunities for the conduct of business.

Objective II: Possess awareness of cultural differences and how these differences affect best practices and ethical responsibilities.

Goal 6: Understand principles of teamwork and effective leadership within a team.

Objective I: Identify the strengths and weaknesses of teams and exhibit effective teamwork in a decision-making situation.

Objective II: Define the traits of an effective leader and exhibit effective leadership within a team.